

**THE INFLUENCE OF BRAND IMAGE ON
PURCHASE BEHAVIOR THROUGH BRAND
TRUST OF OPPO SMARTPHONE IN
SURABAYA**



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**INTERNATIONAL BUSINESS MANAGEMENT
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WIDYA MANDALA CATHOLIC UNIVERSITY
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SMARTPHONE IN SURABAYA**

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By:

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APPROVAL PAGE

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Thereby, the authenticity statement and the **publication approval** that I made sincerely.

Surabaya, 30 July 2018

Stated by,



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FOREWORDS

All praises to Lord Jesus Christ, My God and Savior, for His abundant blessing and guidance so that the author was able to complete the thesis titled “The Influence Of Brand Image On Purchase Behavior Through Brand Trust Of Oppo Smartphone In Surabaya”. This thesis is required to obtain a degree in Business Management at Faculty of Business, Widya Mandala Catholic University Surabaya. During the writing process of this thesis, the author acquired lots of help and support from family and friends. Therefore, the author would like to give recognition to:

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Researcher

Anastasia Novitha

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The Influence of Brand Image on Purchase Behavior through Brand Trust of Oppo Smartphone in Surabaya

ABSTRACT

This research aims to examine the influence of brand image on purchase behavior through brand trust of OPPO smartphone in Surabaya as well as identifying and analyzing the mediating role of brand trust in the relationship between brand image and purchase behavior.

This research is a causal study and used purposive sampling as the sampling technique. The total number of sample are 150 respondents who lives in Surabaya with minimum age of 17 who experience in buying and using OPPO Smartphone. The data analysis technique used in this research is Structural Equation Modeling (SEM) with SMART PARTIAL LEAST SQUARE 3 as the analysis tool.

The results of this research showed that Brand image has significant influence on purchase behavior. Brand Image has a greater influence to purchase behavior than brand trust. Indicator with the lowest mean for variable brand trust is familiarity. Brand trust also turned out to have a mediating role in the relationship between brand image and purchase behavior.

Suggestions for further researcher who interested with similar study can broaden this study into other product category and market segment. Company supposed to improve familiarity of the brand by enhance marketing and advertisement strategy.

Keywords: Brand Image, Brand Trust, Purchase Behavior

Pengaruh Citra Merek terhadap Perilaku Pembelian *Smartphone* OPPO melalui Kepercayaan Merek di Surabaya

ABSTRAK

Penelitian ini bertujuan untuk mengukur pengaruh citra merek terhadap perilaku pembelian melalui kepercayaan merek *smartphone* OPPO di Surabaya serta mengidentifikasi dan menganalisis peran mediasi kepercayaan merek dalam hubungan antara citra merek dan perilaku pembelian.

Penelitian ini merupakan penelitian kausal dan menggunakan purposive sampling sebagai metode pengambilan data. Jumlah total sampel adalah 150 responden yang tinggal di Surabaya dengan usia minimum 17 tahun yang pernah membeli dan memiliki pengalaman dalam menggunakan *smartphone* OPPO. Teknik analisis data yang digunakan dalam penelitian ini adalah Structural Equation Modeling (SEM) dengan SMART PARTIAL LEAST SQUARE 3 sebagai alat analisis.

Hasil penelitian ini menunjukkan bahwa citra Merek memiliki pengaruh yang signifikan terhadap perilaku pembelian. Citra Merek memiliki dampak yang lebih besar terhadap perilaku pembelian dibanding kepercayaan merek. Indikator dengan rata - rata terendah untuk kepercayaan merek variabel adalah *familiarity*. Kepercayaan merek juga memiliki peran mediasi dalam hubungan antara citra merek dan perilaku pembelian.

Saran untuk peneliti selanjutnya yang tertarik dengan penelitian serupa dapat memperluas penelitian ini ke dalam kategori produk lain dan segmen pasar. Perusahaan dapat meningkatkan *familiarity* dari merek tersebut dengan mengembangkan strategi pemasaran dan iklan.

Kata Kunci: Citra Merek, Kepercayaan Merek, Perilaku Pembelian